



OpalSky.Travel

OPAL SKY

What We Do

WE SELL PRODUCTS and services to help travel companies deeply understand their customers

WE HELP THEM apply this knowledge to create and execute more effective marketing and sales strategies and tactics

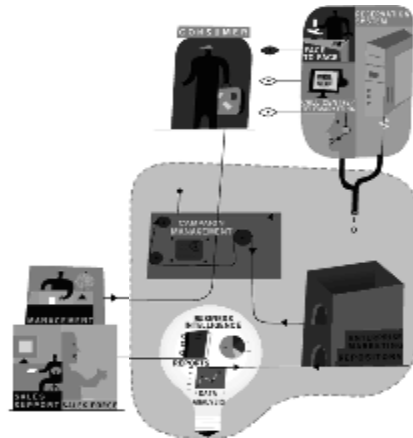
THE END RESULT revolutionizes the way a company interacts with, and markets to, its customers and prospects

OUR MISSION is to dramatically improve the marketing effectiveness of companies.

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OpalSky.Travel

OpalSky.Travel provides the complete infrastructure and set of associated services that travel & hospitality companies need to create, manage and execute RM strategies and programs



Business Intelligence

Marketing Applications

API (Infrastructure)

- and -

Customer Analysis

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The Results

TURN YOUR COMPANY INTO A MARKETING MACHINE

UNDERSTAND YOUR CUSTOMERS: cultivate valuable, sustainable customer relationships

LEVERAGE YOUR DATA: convert customer and transaction information in to a powerful strategic asset

IMPROVE CONVERSION RATIOS: increase marketing productivity and efficiency at all levels

MANAGE THE MIX: exploit the multiple distribution channel reality

EXPERIENCE A CULTURE CHANGE: inspired, excited employees treating customers intelligently

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GETTING YOU THERE

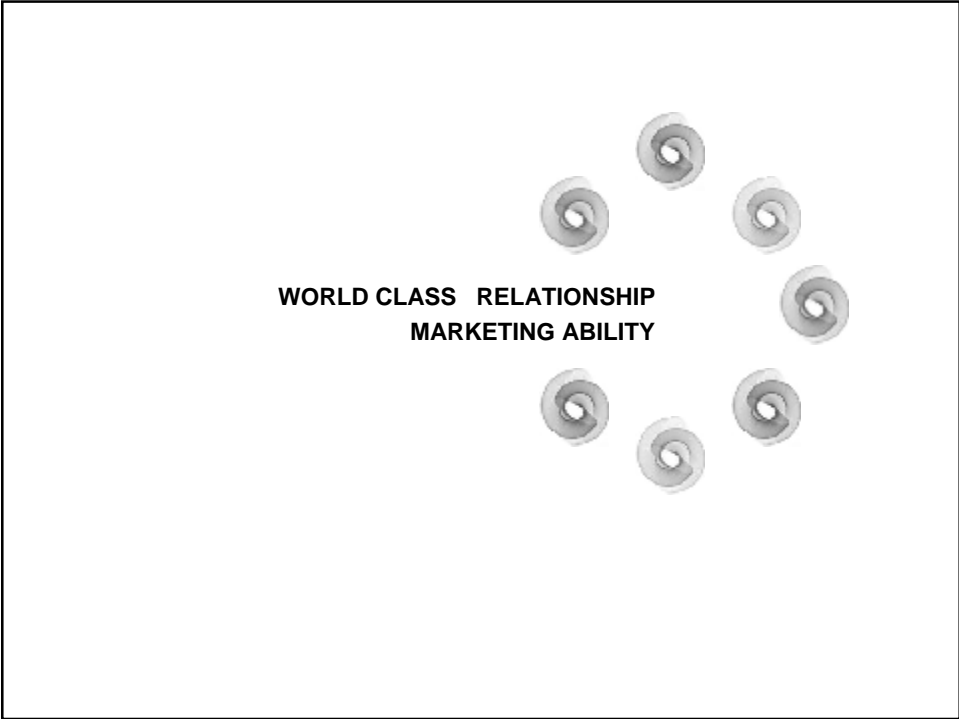
What You Desire

WORLD CLASS RELATIONSHIP MARKETING ABILITY: A deep knowledge of your customers and channel across companies, with the corresponding ability to cross-sell, up-sell and clone effectively

A UNIFIED MARKETING SYSTEM INFRASTRUCTURE across companies (providing both head office and individual companies a virtual view), and which works directly with your reservation and e-commerce systems

THE SOLUTION...

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Today's Marketing Challenge

CUSTOMER FRAGMENTATION has drastically reduced the effectiveness of traditional marketing strategies

The mass market no longer really exists

Market share is often less important than share of the right customer

Rapidly changing distribution channels

Customers differ both in their responses to the marketing mix and their cost to serve

**THESE CHANGES ARE IGNITING
A REVOLUTION IN THE
MARKETING FUNCTION**



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Relationship Marketing

RELATIONSHIP MARKETING uses information about customers and their behavior to develop marketing strategies for acquiring, developing and retaining profitable customers

ACQUIRING NEW CUSTOMERS

EXPAND market universe
EXPAND market share
ENTER new geographies / markets
DEVELOP new products or services

DEVELOPING CURRENT CUSTOMERS

INCREASE frequency of purchase
INCREASE revenue per purchase
DEVELOP new products or services
LENGTHEN relationships
MOVE up loyalty "ladder"
UNDERSTAND clients' needs and preferences
DISCOURAGE or change the behavior of unprofitable customers

RETAINING PROFITABLE CUSTOMERS

REDUCE turnover / churn
REDUCE cost to serve
CUSTOMER satisfaction - "catering" to clients' needs and preferences

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RM and the Travel Industry

TRAVEL IS A HIGH EMOTIONAL RISK DECISION

(a considered purchase) — and has a significant impact on a person's perceived quality of life.

Customers are therefore highly amenable to appropriate and targeted marketing.

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TRAVEL TRANSACTION DATA IS HIGHLY REVEALING
One booking or stay record can tell you a tremendous amount about a customer

E.g.: who they travel with; class of service; travel preferences, destinations, seasons, patterns; planning and purchasing windows; reasons for travel, insight into psychographics, activities engaged in, margin of individual items, etc.

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RM CAN HAVE DRAMATIC IMPACTS ON THE EFFECTIVENESS OF A COMPANY'S MARKETING AND ON ITS PROFITABILITY

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The Strategy

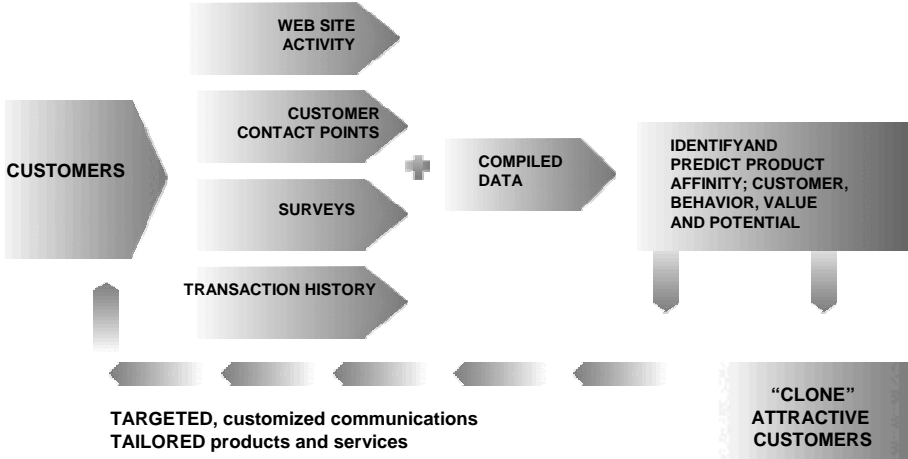


* Product, pricing, promotion, brand, channel

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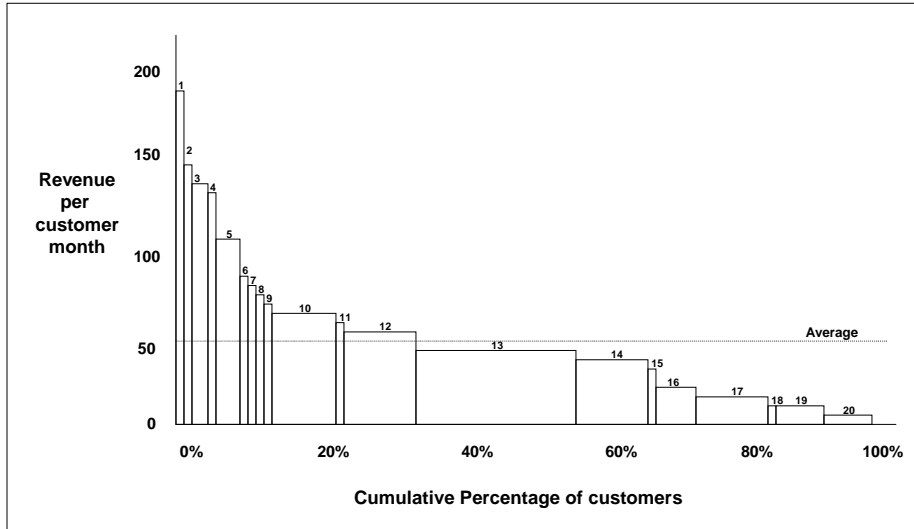
RM and Data Mining

RELATIONSHIP MARKETING marshals the full range of customer data, including data on actual customer behavior, to tailor offerings to attractive customers and prospects



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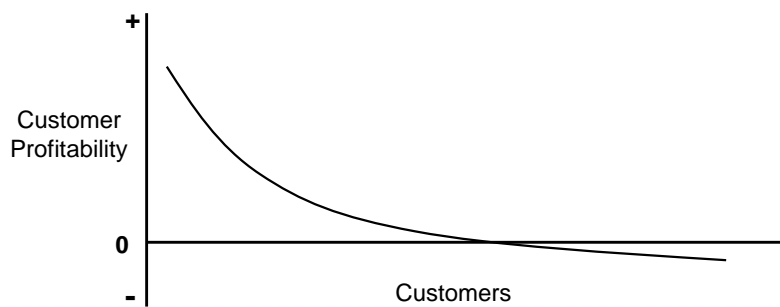
Rich Data Mining



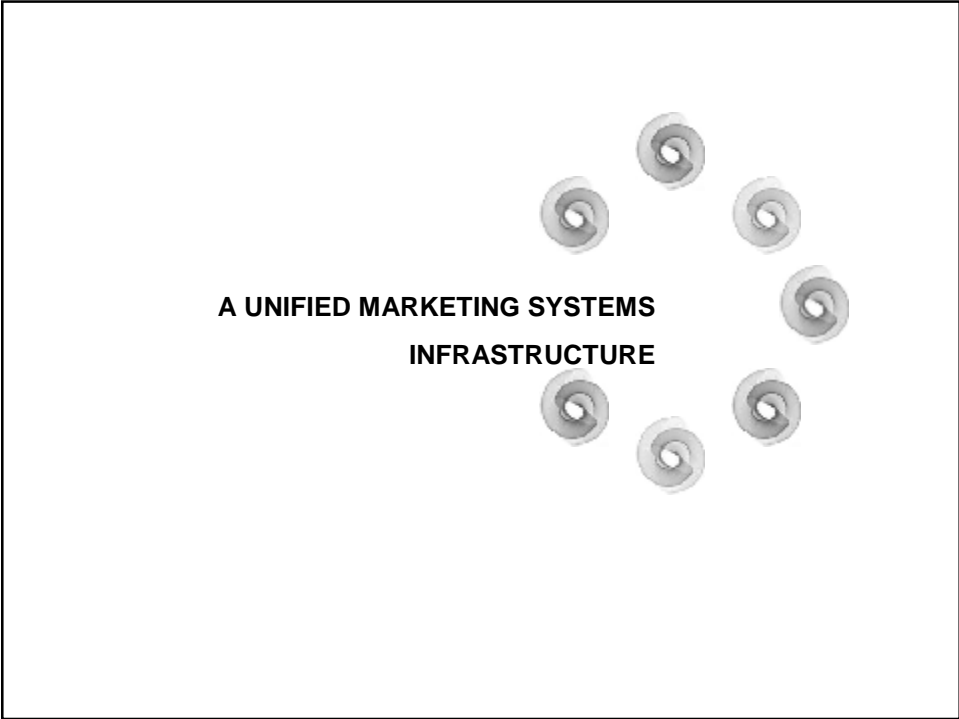
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The Benefits

- RETAINING AND ENHANCING the value of current customers
- FOCUSED TARGETING on the most valuable prospects
- TAILORING OFFERINGS (products, services, pricing, channels, branding) to specific segments



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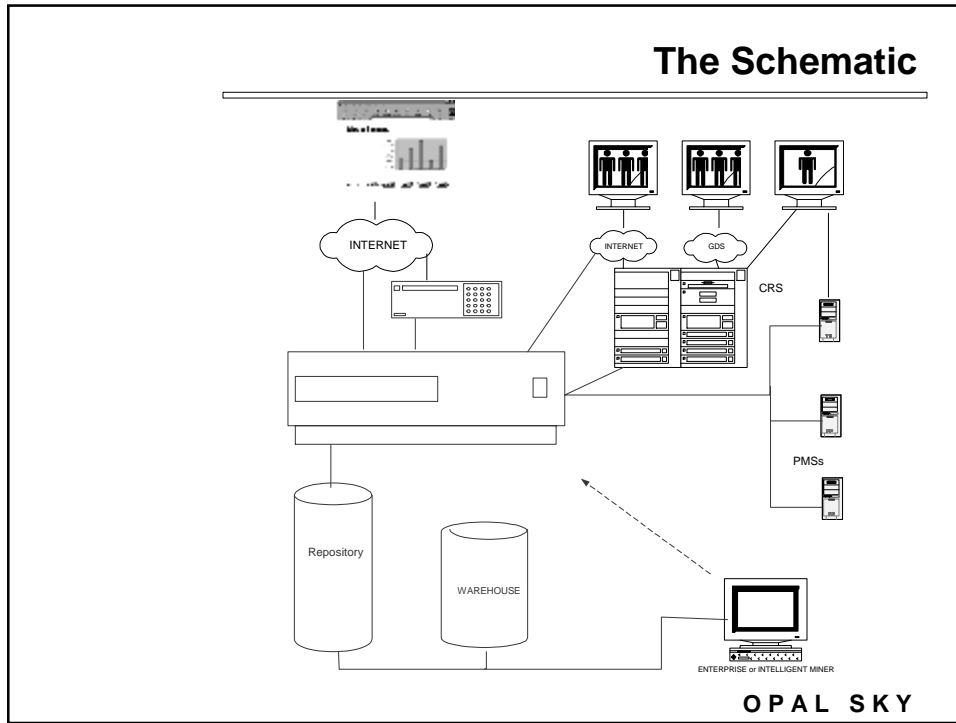


What You Need

OpalSky.Travel provides the complete infrastructure and set of associated services that travel & hospitality companies need to create, manage and execute RM strategies and programs

<p>Business Intelligence</p> <ul style="list-style-type: none"> - Marketing repository capturing customer data from all customer "touch" points - Queries & reports providing insights into customers and the effectiveness of sales and marketing efforts 	<p>Marketing Applications</p> <ul style="list-style-type: none"> - Systems to manage, perform and keep track of customer activities and interactions, e.g., campaign management, personalized communications (e-and print), literature fulfillment, loyalty management 	<p>API (Infrastructure)</p> <ul style="list-style-type: none"> - Real-time API (Application Programming Interface): the repository of OpalSky.Travel is properly exposed to your other developers (e.g., eCommerce) to make it easy to create enterprise applications with full data integrity 	<p>Customer Analysis</p> <ul style="list-style-type: none"> - Sophisticated analysis and statistical models to solve marketing issues and identify opportunities e.g. behavioral segmentation, predictive response models, market basket analysis
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The Schematic



The Architecture

